

MARKETING PLAN TEMPLATE

(YOU MUST USE THIS TEMPLATE.....IF YOU DO NOT, THERE WOULD BE A SUBSTANTIAL AMOUNT OF POINTS REDUCTION FROM YOUR MARKETIG PLAN)

EXECUTIVE SUMMARY

The executive summary outlines the who, what, where, when, how, and why of the marketing plan. It is just one or two pages summary of the entire marketing plan

COMPANY DESCRIPTION

The company description summarizes the history of the business—how it was founded and by whom, what its products are, and why they are unique. It begins to “sell” the reader on the growth possibilities of the company AND also the challenges the company encounters

ENVIRONMENTAL ANALYSIS [PEST ANALYSIS]

Macro Environment as it impacts the company. Some of the macro environments include politics, economics, legal, socio-cultural.

MISSION AND GOALS

It is important to state a firm's mission and goals, including financial and nonfinancial goals. Goals include growth and profits for the company as well as the ability to contribute to society through conservation programs.

CORE COMPETENCIES

This section reminds employees as well as those outside the company (such as potential lenders) exactly what the company does so well and how it plans to achieve a sustainable competitive advantage over rivals

The situation analysis provides an outline of the marketing environment. A SWOT analysis helps marketers and others identify clearly a firm's strengths, weaknesses, opportunities, and threats. Again relationships are a focus.

SITUATIONAL ANALYSIS

Who are your current and potential customers? Describe these target customers.

THE TARGET MARKET

AND MKT SEGMENTATION

THE MARKETING MIX

The strongest part of the marketing mix involves sales promotions, public relations, and nontraditional marketing strategies such as attending outdoor events and organizing activities like day hikes and bike rides. You need to describe product, price, promotion, and place strategies for the company including promotion mix

BUDGET, SCHEDULE,

AND MONITORING

(SEE THE SAMPLE)

An actual plan will include more specific financial details, which will be folded in to the overall business plan.

Marketing budget [YEAR]

[Consider the example below when developing a budget to include in your marketing plan]

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Marketing/promotion									
Marketing agency									
Radio advertising									
Television advertising									
Print advertising									
Online advertising									
Social media									
Web search optimisation									
Mailouts									
Giveaways									
Events									
Branding & artwork									
Merchandising									
Publications									
Catalogues									
More...									
Marketing/ promotion total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.
Other									
Research									
Travel									
Postage									
Administration									
Incidentals									
More...									
Other total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.

Measurement activities

[Reviewing the impact of your marketing should be a periodic activity. List the details of each review in the table below.]

Marketing activity	Date of review	Monitoring methods	Review outcomes
<i>[Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.]</i>	<i>[e.g. Month/Year]</i>	<i>[What tools did you use to measure/monitor the impact of your marketing activities?]</i>	<i>[What were the results were your sales/profit 1 customers did you rece your website?]</i>